

BROADMEADOWS _ [ABS 2006]

16KMS FROM MELBOURNE CBD

EST 1850

1949 - HOUSING COMMISSION 2,226 HA
1975-79 - 900 HOUSES BUILT

STRONG MANUFACTURING INDUSTRY

“A RURAL VILLAGE EN ROUTE TO THE GOLD
DIGGINGS AND THE NORTH AND HEAVILY
RELIANT UPON PASSING TRAFFIC FOR TOLL
REVENUE.”
“CHANGE IN THE CHARACTER OF BROAD-
MEADOWS IN THE EARLY 20TH CENTURY,
FROM RURAL SHIRE TO A PREDOMINANTLY
WORKING CLASS SUBURBAN AND INDUS-
TRIAL MUNICIPALITY.”

4x PRIMARY SCHOOL
3x SECONDARY SCHOOL
1x SPECIAL DEVELOPMENT
1x TAFE

*2 SCHOOL SCHEDULED FOR RE-
DEVELOPMENT IN NEXT 5 YEARS

HOUSING PRICES _ MARCH 22, 2010

5 BED	\$820,000
3 BED	\$370,000
3 BED	\$347,500
3 BED	\$406,500

DECEMBER 2009 MEDIAN

HOUSE	\$327,500
UNIT	\$302,750

AVERAGE SIZE
550 SQM .14 ACRE

HUME - BROADMEADOWS
MOST DISADVANTAGED AREA IN
GREATER MELBOURNE

BROADMEADOWS _ [ABS 2006]

TOTAL PERSONS 9,985

AGE		
25-54	3,876	38.8%
MEDIAN	33	AUST AV. 37

COUNTRY OF BIRTH

AUSTRALIA	5,202	52.1%
IRAQ	618	6.2%
TURKEY	604	6.0%
LEBANON	408	4.1%
VIET NAM	166	1.7%
NEW ZEALAND	157	1.6%

MARITAL STATUS_15y.o. & OVER

MARRIED	3,285	43.2%
NEVER MARRIED	2,678	35.2%
SEPARATED/DIV.	1,062	14.0%
WIDOWED	584	7.7%

INCOME_15y.o. & OVER [WEEKLY]

MEDIAN INDIVIDUAL	262	AUST AV.
466		
MEDIAN HOUSEHOLD	619	AUST AV.
1,027		
MEDIAN FAMILY	679	AUST AV. 1,171

BROADMEADOWS _

+OLSEN PLACE_
“A PROPERLY FUNCTIONING OLSEN PLACE
WOULD SIGNIFICANTLY CONTRIBUTE TO THE
REDEVELOPMENT POTENTIAL OF THE ‘CAM-
MEADOWS PRIMARY SHOOOL, SCHEDULED TO
OCCUR IN NEXT 5 YEARS’

+EAST MEADOWS_ ERICSSON
PLANNED - NEW STREET GRID LINKING IN
WITH EXISTING COMMUNITIES

+SEABROOK RESERVE_
SOCIAL AND RECREATIONAL

+MELBOURNE WATER SITE
EXPANSION PLANNED - “STRONG POTENTIAL
FOR URBAN WATER INFRASTRUCTURE”

+MEADOWLINK - LIGHT RAIL?
“UTILISING FORMER RAILWAY EASEMENT
FROM RAILWAY CRECSENT TO SEABROOK
RESEARVE

FAMILY CHARACTERISTICS

TOTAL	2,450
W CHILDREN	1,099
W-OUT CHILDREN	584
ONE PARENT	704
OTHER	63

DWELLINGS

MEDIAN RENT	150 ? - [\$200]
[\$/WEEKLY]	

MEDIAN LOAN REPAY.	1,012
[\$/MONTHLY]	

FULLY OWNED	944	27.5%
BEING PURCHASE	964	28.1%
RENTED	1,089	31.8%
OTHER	20	0.6%
NOT STATED	411	12.0%

Broadmeadows Shared Vision_Precinct



PROPOSED NEW BIKE TRACK

EXISTING MOONEE PONDS BIKE TRACK

HUME DEVELOPMENT BLOCKS

PROPOSED STAGE 1 LIGHT RAIL_
FOLLOW RAILWAY-SEABROOK RESEARCH CORRIDOR

INFILTRATE/INCLUDE SURROUNDING AREA

ALTHOUGH LARGE SCALE, NEEDS TO HOLD ON TO INTIMACY OF SCALE

- PREVENT CREATION OF AN 'INSTITUTIONS' AND THE ISSUES OF EXISTING SOCIAL HOUSING

LINKAGES/TRANSPORT _ BIKE/RAIL

LINK SEABROOK TO RAILWAY PARADE AS INITIALLY OUTLINED, USING EXISTING ...

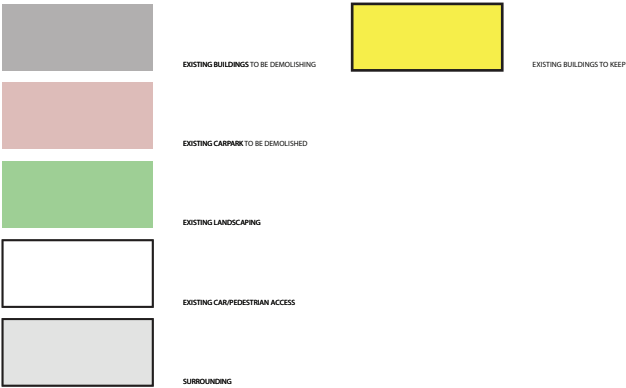
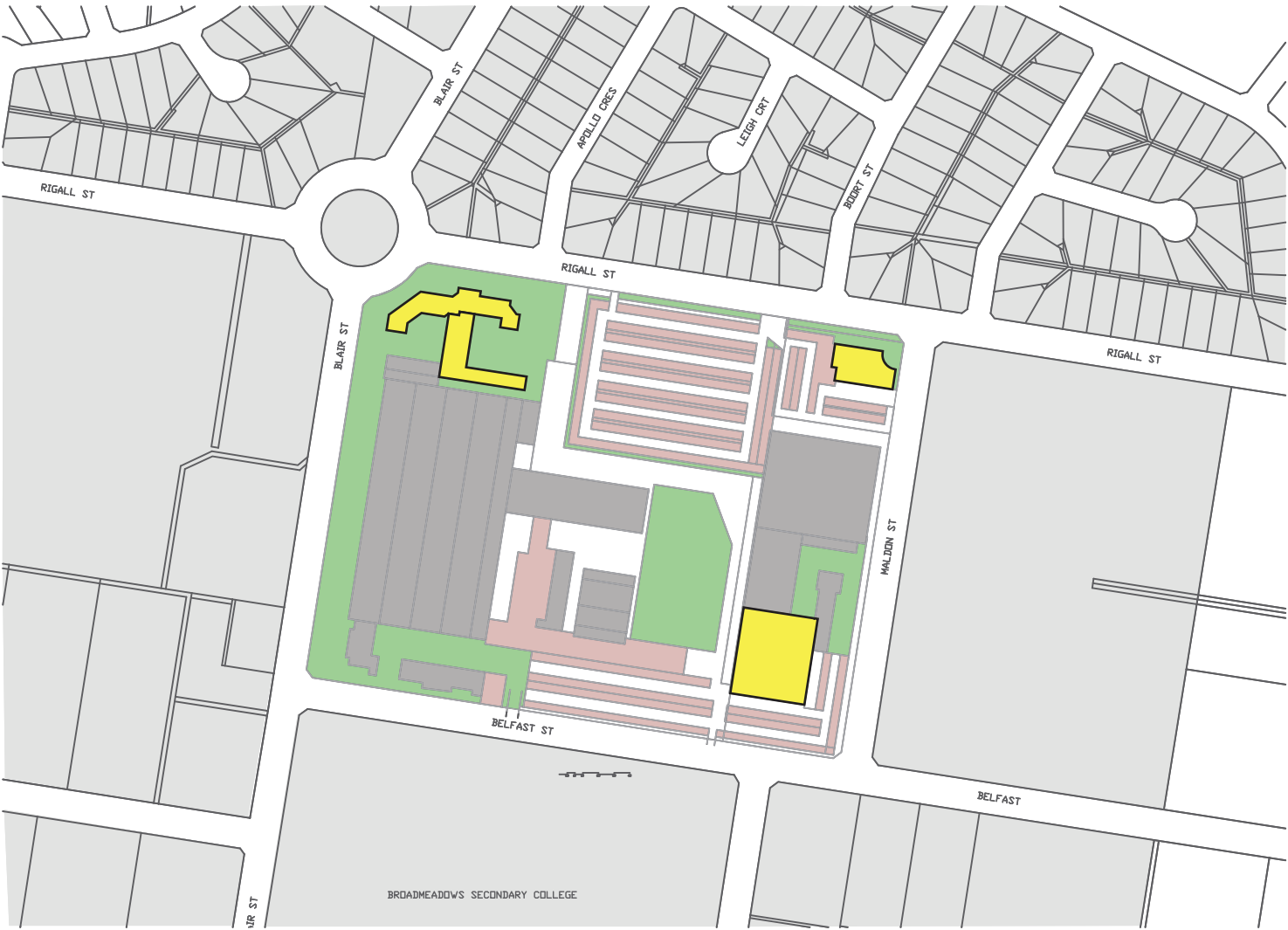
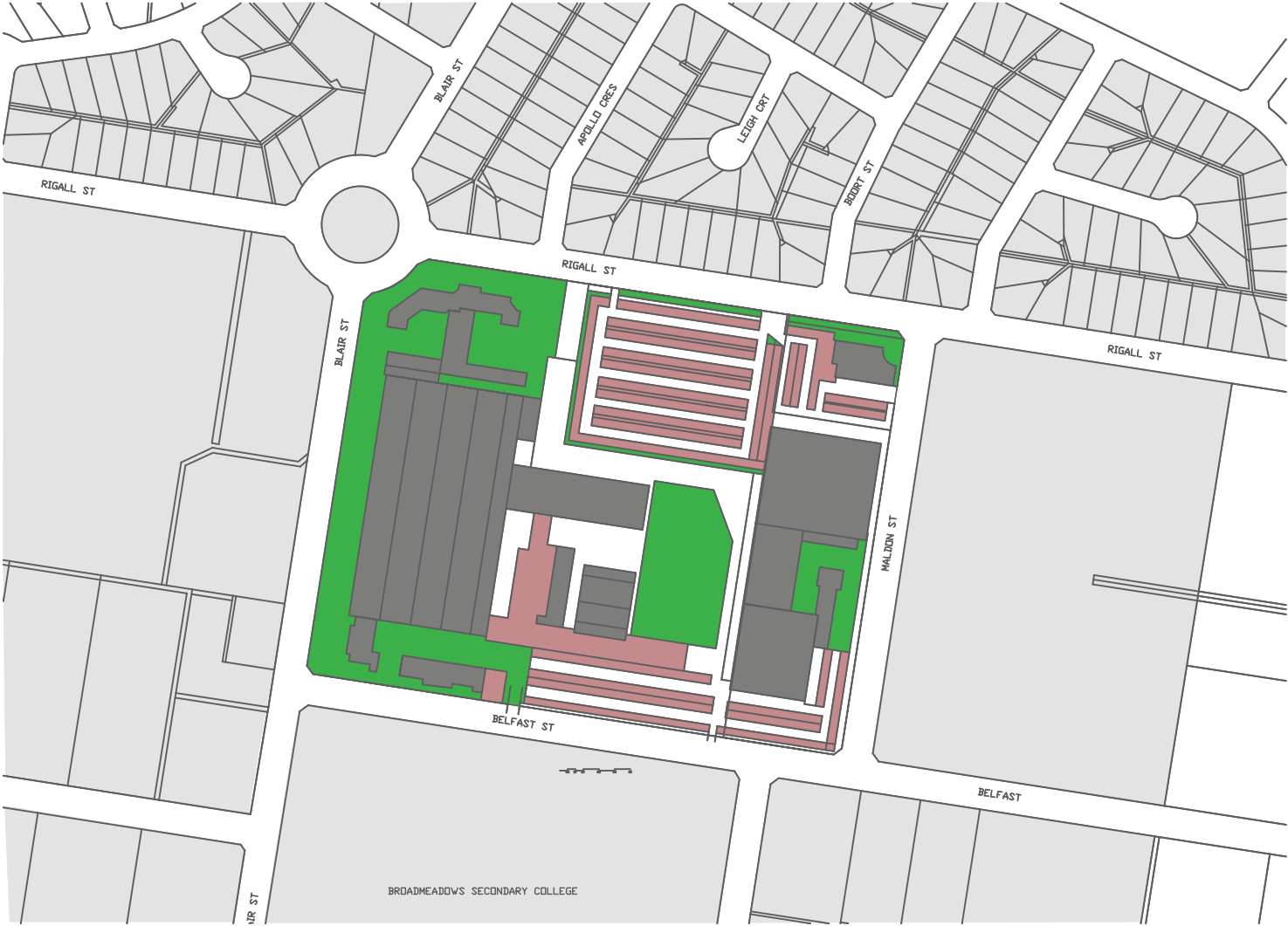
LINK NEW BIKE TRACK TO EXISTING MOONEE PONDS -CITY BIKE TRACK

IDENTIFIED ISSUES

HEALTH
CUMMUNITY INTEGRATION
TRANSPORT
ENVIRONMENTAL AWARENESS
MERGING OF CULTURAL BACKGROUNDS NON EXISTANT
LOITERING_DRUG ISSUES
BLACK-HOLES_LOITERING
LOW-INCOME / COST OF LIVING

SITE:

CREEK
PARKS
EXISTING TO BE USED
TO BE DEMOLISHED
NEW ADDITIONS
CITY OF HUME
SCHOOLS
RECREATION AREAS
SHOPPING



The background image is a photograph of a modern, multi-story office building with a light-colored facade and large windows. The building has a distinctive design with horizontal bands of windows and balconies. The word "ERICSSON" is prominently displayed in large, blue, three-dimensional letters on the upper part of the building. A silver car is parked on the street in front of the building. There are trees and a fence in the foreground, and a clear blue sky above.

INTENTION/DESIGN PROPOSAL

CREATE A 'HEART' CENTRAL ACTIVATION
VS
SMALLER INDEPENDANT 'HEARTS'

FACILITIES JUST FOR ERIC-SITE, OR
WHOLE SURROUNDING AREA

OVER CAPITALISING MAY DISTRACT
FROM EFFORTS IN BROADIE CENTRE/HUB

A SMALL URBAN DISTRICT WITHIN A
LARGER URBAN DISTRICT

SHARED ACTIVITIES IN DEVELOPMENT
SHOULD GIVE RESIDENTS AND USERS A
SENSE OF BELONGING TO THE PLACE

MISSING- RAISE AWARENESS OR/AND
CARE FOR ENVIRONMENT

CELEBRATE RICHNESS OF CULTURES

SOCIAL PHYSICAL AND ECONOMICAL
ENVIRONMENT WHERE PEOPLE UNIVER-
SALLY FEEL INVITED TO LIVE/WORK/PLAY

DIVERSITY OF ACTIVITIES THAT WILL WILL
HELP CREATE A SUSTAINABLE & VIBRANT
PRECINCT

CREATE FORMAL EVENT SPACES

IMPROVE CONNECTIONS TO STATION

CREATE LINK TO CENTRE

CREATE LINK TO PARKLAND

RESOLVING ISSUES

PROMOTE CONTACT BETWEEN GENERA-
TIONS AND BACKGROUNDS

INTERACTION OF AGES/RACE/SCALE

SOLUTION THAT WILL ASSIST SUSTAIN-
ABLE GROWTH AND SOCIAL DEVELOP-
MENT

ENCOURAGE LOCAL TRADE/S SOCIAL
INTERACTION

PROGRAM WHICH FOCUSSES MAINLY ON
PROGAMATIC , SOCIAL AND ENVIRON-
MANTAL RESPOSNE TO THE AREA/SITE

ALLOW FOR SOCIAL GATHERINGS AND
COMMUNAL LIVING_ DUE TO LOW
INCOME AND BACKGROUND IE. BBQ'S
RATHER THAN RESTAURANTS.

PUBLIC-PRIVATE INTERACTION TO
INCREASE COMMUNTIY

'DESIGN AN INCUBATOR FOR SOCIAL
INNOVATION AND REBUILDING'

IMPROVE NEIGHBOURHOOD, PROMOTE
DIVERSITY

STRUCTURAL SYSTEMS THAT
PROVIDES FLEXIBILITY IN LOCAT-
ING EXTERIOR WALLS AND INTE-
RIOR LAYOUTS

ORGANIZED IN MODULE SO VARI-
OUS INDIVIDUAL UNITS CAN BE
CONNECTED TO FORM INTE-
GRATED BUILDING

DIVERSITY IN LAYOUTS/SIZE

INTEGRATION SYSTEM
ASSEMBLED FROM A SERIES OF
MULTIPLE INDEPENDANT SUBSYS-
TEMS

ADAPTIVE RE-USE OF OF INDI-
VIDUAL UNITS IN RESPONSE TO
CHANGES IN THE LIFESTYLE AND
OCCUPANCY PATTERN TO BE
INCORPORATED

- WITHOUT DISRUPTING INTEG-
RITY OF OTHER
DWELLINGS/SYSTEMS

THEMES

CLOSENESS
IDENTITY
INNOVATION
COMMUNITY
MULTICULTURALISM
SUSTAINABLE

INTEGRATION OF SOLUTIONS TO
PRESSING ISSUES

LAY FOUNDATION FOR A SUSTAIN-
ABLE AREA REDEVELOPMENT - 15 20
YR PLAN

ULTRA VIOLET --> BIO RENTENTION
WATER TREATMENT FACILITIES _
REVEAL/CELEBRATE PROCESS

VISUALIZATION CREATES AWARE-
NESS

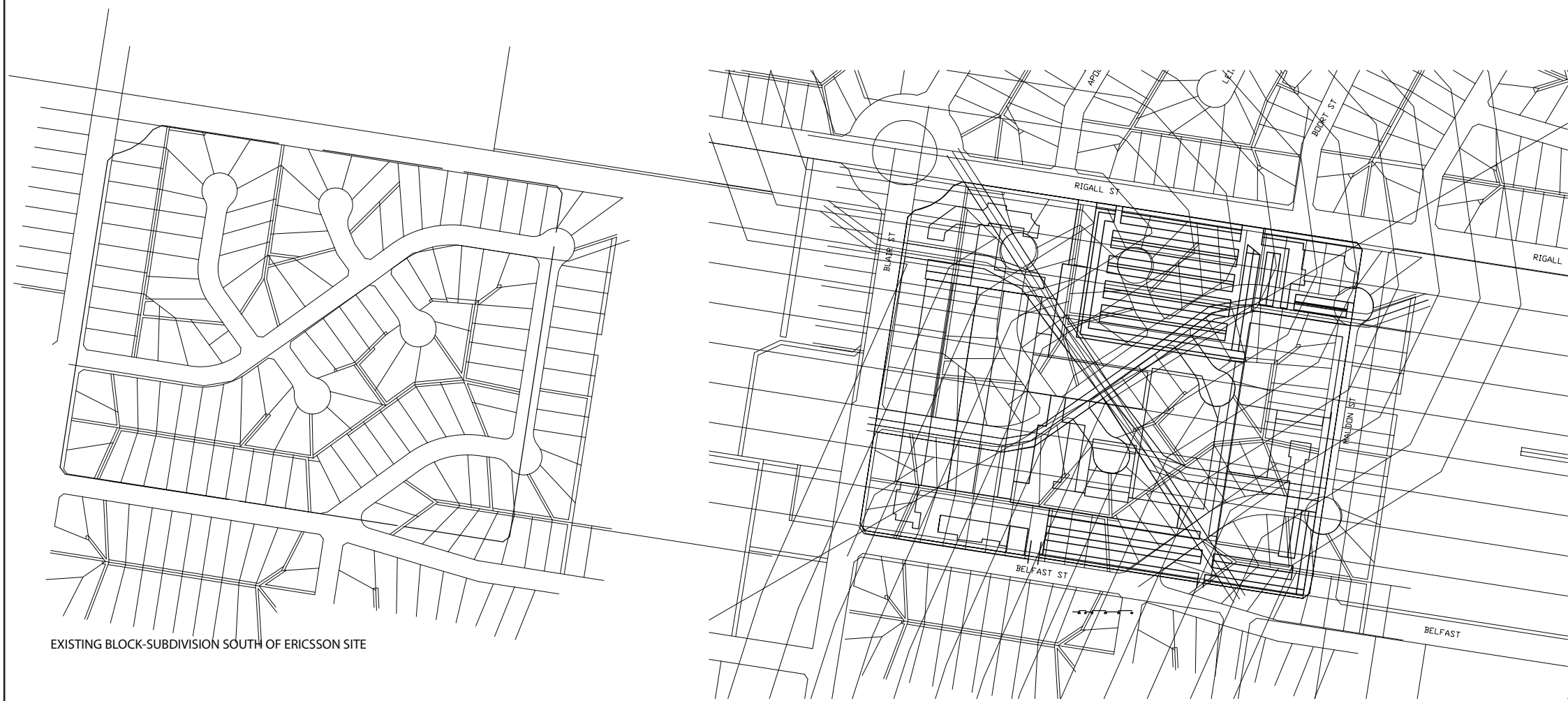
GREY WATER _ CONSTRUCTED WET-
LANDS

PUBLIC UTILITY = PUBLIC AMENITY
DOUBLE DUTY _ NOT SINGULAR
PERSPECTIVE

MAKE VISIBLE AND CREATE GREEN
ZONES THAT WORK TO FILTER
STORM/GREY WATER TO FUEL
EDIBLE COMMUNITY GARDEN/S

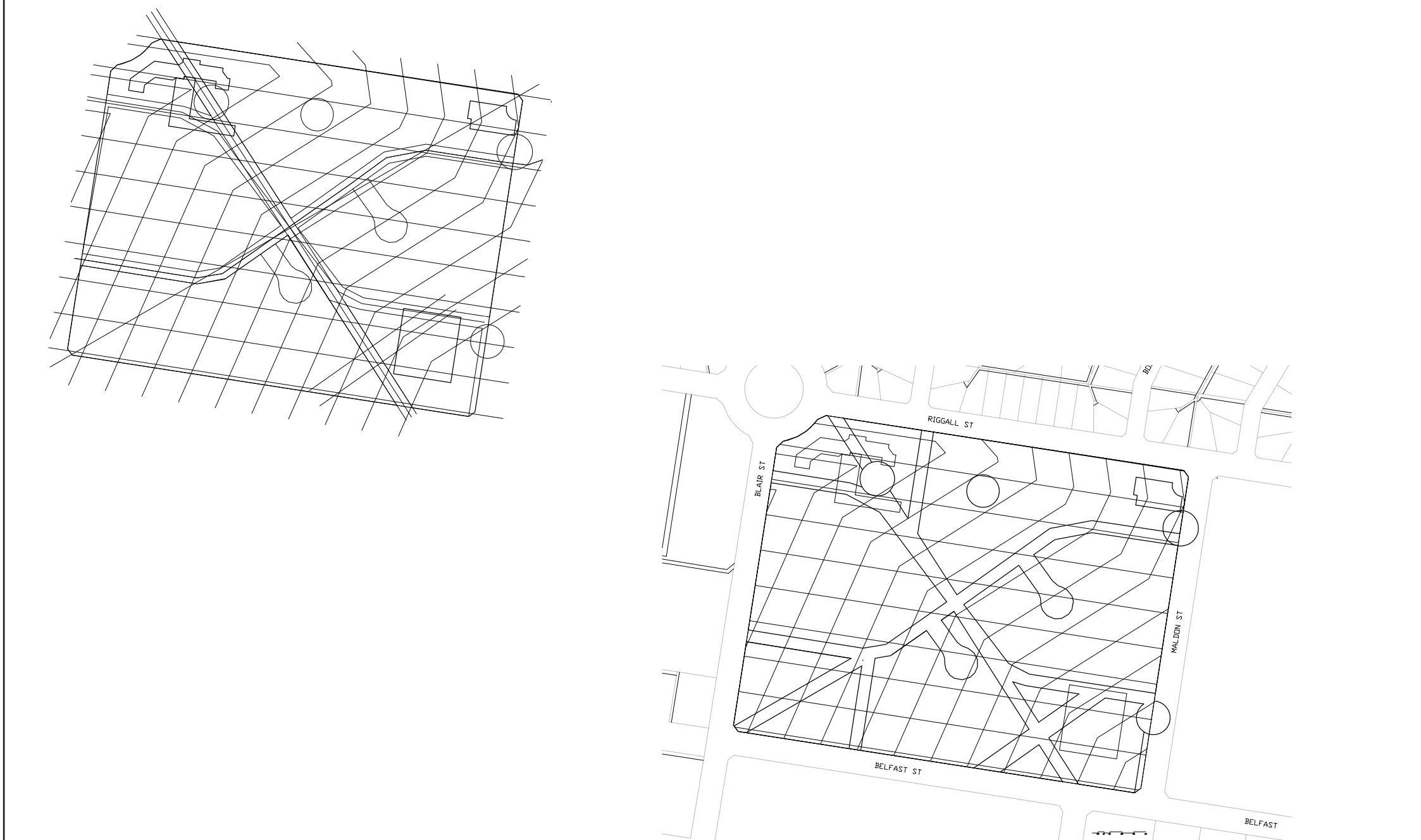
FOOD PRODUCTION _ NO TRANS-
PORT COST/COMMUNITY
INVOLVEMENT/IDENTIFIES WITH
CULTURAL ROOTS

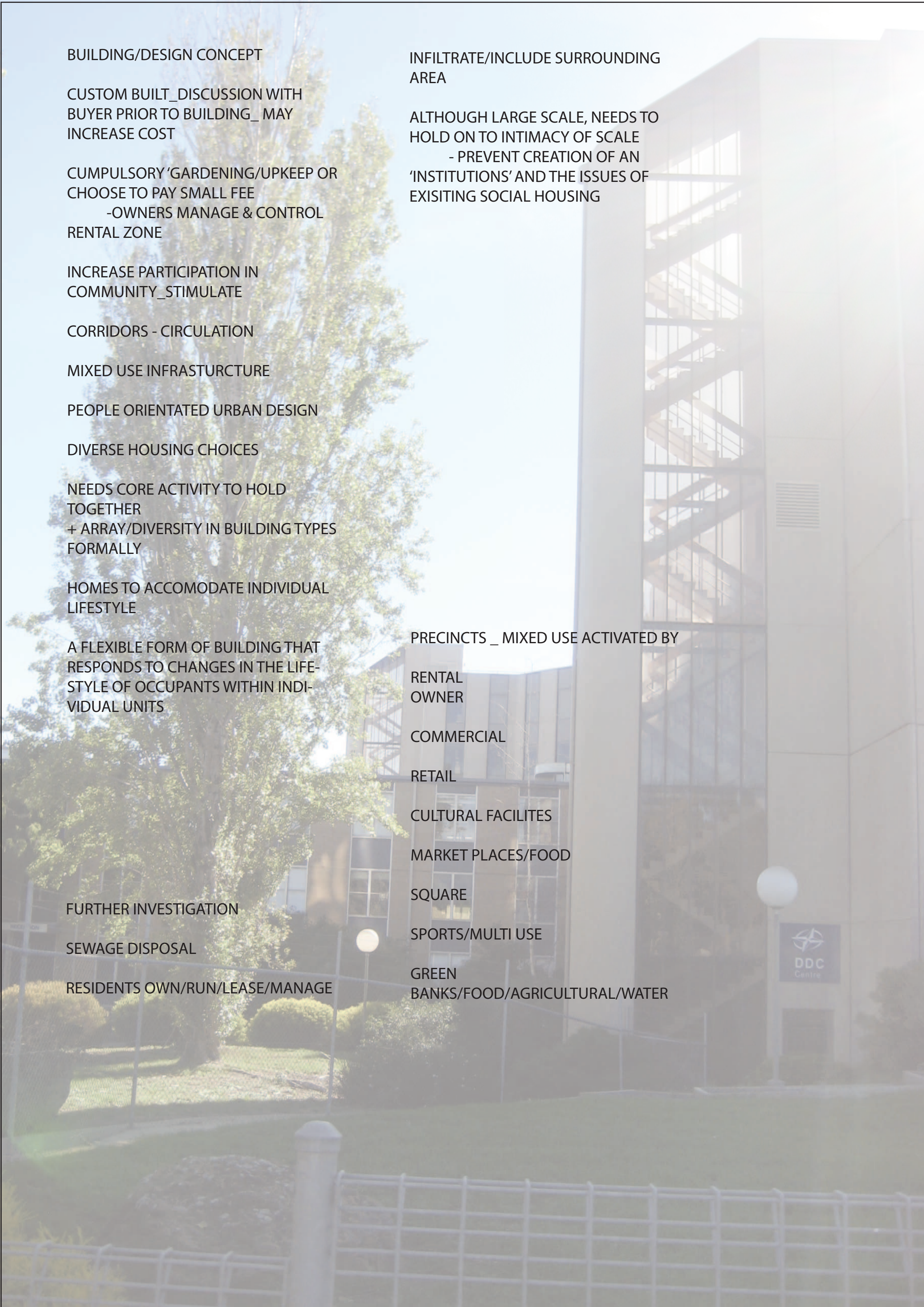
MISSING- RAISE AWARENESS
OR/AND CARE FOR ENVIRONMENT



EXISTING BLOCK-SUBDIVISION SOUTH OF ERICSSON SITE

OVERLAY OF SOUTH BLOCK LAYOUT TO CREATE FAMILIARITY IN CORRIDOR LAYOUT
 DRAWING FROM THE MERLYNSTON CREEK CORRIDOR, EXTRACTING JOURNEY OF CREEK TO USE IN SITE LAYOUT TO CREATE CONNECTION/POETIC RESPONSE WITH THE WATERWAY
 TAKEN DIRECT LINE TO CITY CENTRE - BROKEN UP TO BREAK-UP LONG STRAIGHT BORING CORRIDOR
 SOUTH TO NORTH CORRIDOR FOR LIGHT RAIL, GENERATED BY BEST POINTS OF ACCESS TO SITE AND SURROUNDINGS





BUILDING/DESIGN CONCEPT

CUSTOM BUILT_DISCUSSION WITH
BUYER PRIOR TO BUILDING_ MAY
INCREASE COST

CUMPULSORY 'GARDENING/UPKEEP OR
CHOOSE TO PAY SMALL FEE
-OWNERS MANAGE & CONTROL
RENTAL ZONE

INCREASE PARTICIPATION IN
COMMUNITY_STIMULATE

CORRIDORS - CIRCULATION

MIXED USE INFRASTRUTURE

PEOPLE ORIENTATED URBAN DESIGN

DIVERSE HOUSING CHOICES

NEEDS CORE ACTIVITY TO HOLD
TOGETHER
+ ARRAY/DIVERSITY IN BUILDING TYPES
FORMALLY

HOMES TO ACCOMODATE INDIVIDUAL
LIFESTYLE

A FLEXIBLE FORM OF BUILDING THAT
RESPONDS TO CHANGES IN THE LIFE-
STYLE OF OCCUPANTS WITHIN INDI-
VIDUAL UNITS

FURTHER INVESTIGATION

SEWAGE DISPOSAL

RESIDENTS OWN/RUN/LEASE/MANAGE

INFILTRATE/INCLUDE SURROUNDING
AREA

ALTHOUGH LARGE SCALE, NEEDS TO
HOLD ON TO INTIMACY OF SCALE
- PREVENT CREATION OF AN
'INSTITUTIONS' AND THE ISSUES OF
EXISITING SOCIAL HOUSING

PRECINCTS _ MIXED USE ACTIVATED BY

RENTAL
OWNER

COMMERCIAL

RETAIL

CULTURAL FACILITES

MARKET PLACES/FOOD

SQUARE

SPORTS/MULTI USE

GREEN
BANKS/FOOD/AGRICULTURAL/WATER

